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Rick Chenoweth is an environmental psychologist in the department of urban and Regional Planning, UW-Madison. He teaches one of the few courses in the country on environmental aesthetics. He has been advocating for the protection of Wisconsin's scenic resources for over twenty years.

Rick was a member of the WDNR's Lower Wisconsin River Planning Task Force in the mid 1980's as well as a member of the Citizen's Advisory Committee for that project. The research he conducted with Professor Ben Niemann helped to focus the LWR planning objectives on the protection of the scenic bluffs along the riverway. He also conducted a legislatively mandated study for the WDNR on the aesthetic impacts of alternative erosion control structures.

Over the years he has both supported the WDNR and opposed the Department on issues involving the protection of aesthetic resources. He is a founding board member of the River Alliance of Wisconsin and currently serves as vice president of Citizens for a Scenic Wisconsin.